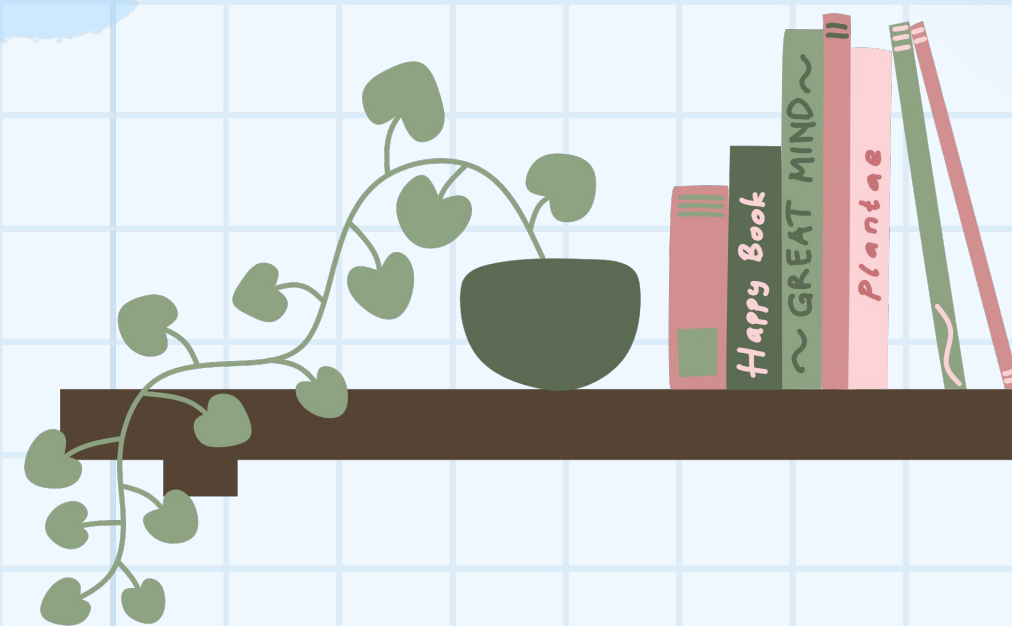
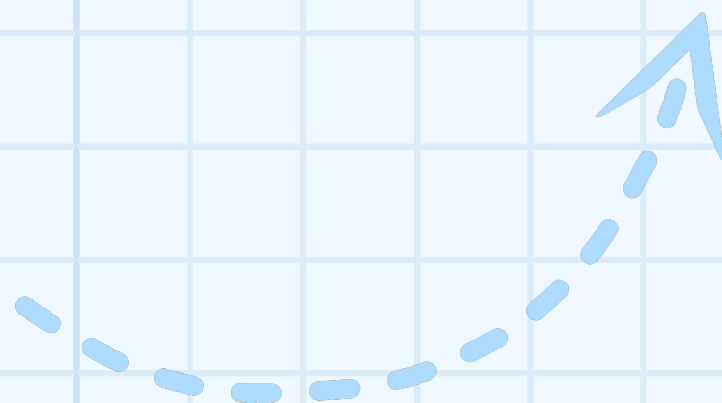
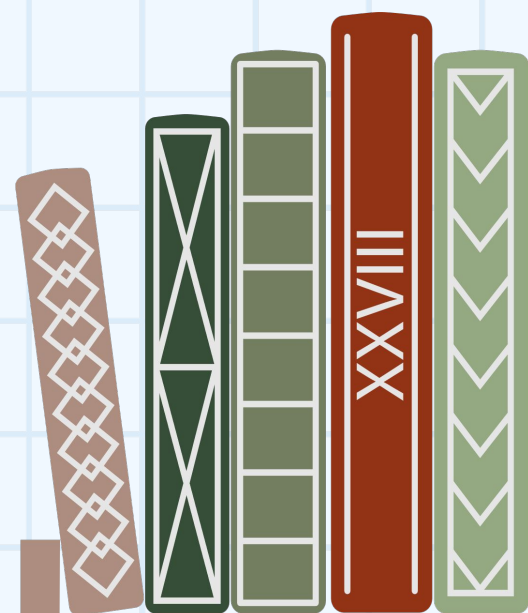




BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics



Let's dive into and learn:



1

Steps for a Data Analytics Project



Data Analytics Process



- The Data Analytics process has specific steps which are usually conducted in an order.
- Each step unravels different layers of insights from the data.

Data Analytics Process



1. Clearly define the problem and the desired outcome

- Understand where you are
- Understand where you want to be or what you want to achieve
- E.g. A social media content creator might be creating several reels and wants to reach more viewers

Data Analytics Process



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2. Set a clear measurable metric

- Decide what you want to measure
- Decide how you want to measure it
- E.g. A social media content creator might be interested in increasing the number of views on her reels

Data Analytics Process



3. Gather the data you need

- Identify the sources of data you need
- Collect the data you need
- E.g. A social media content creator collect the past data on the engagements on all her reels so far

Data Analytics Process



4. Cleaning the data

- Fix all the quality issues
- Standardize and convert the data into a common format
- E.g. A social media content creator might need to convert the posting dates of her reels across all the social media platforms in one common format

Data Analytics Process



5. Analysing the Data

- Understand trends
- Identify underlying patterns and correlations
- Create data visualizations
- E.g. Our social media content creator might plot a chart showing the average daily views on her reels across each platform

Data Analytics Process



6. Interpreting the results

- Making sense of the analysis
- Look for the answers to the question we started with
- E.g. Our social media content creator might find that on weekends the views of her reels are the highest

Data Analytics Process



7. Presenting the results

- Communicating your findings in clear impactful ways
- Using the analysis to tell a compelling story
- The user of the analysis can make a decision based on these insights
- E.g. Our social media content creator might decide to release the reels on weekends

Recap



Steps for a complete data analytics project



Thank you

